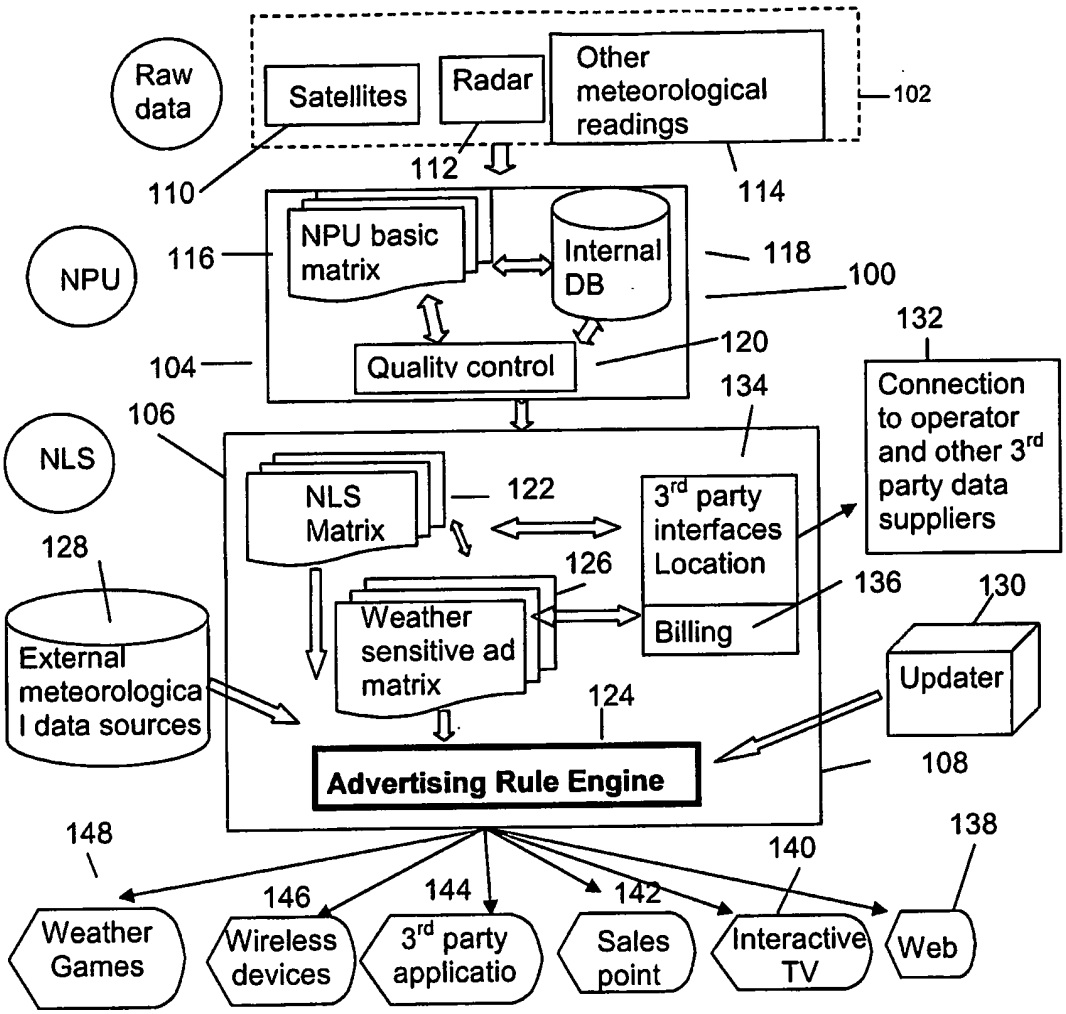
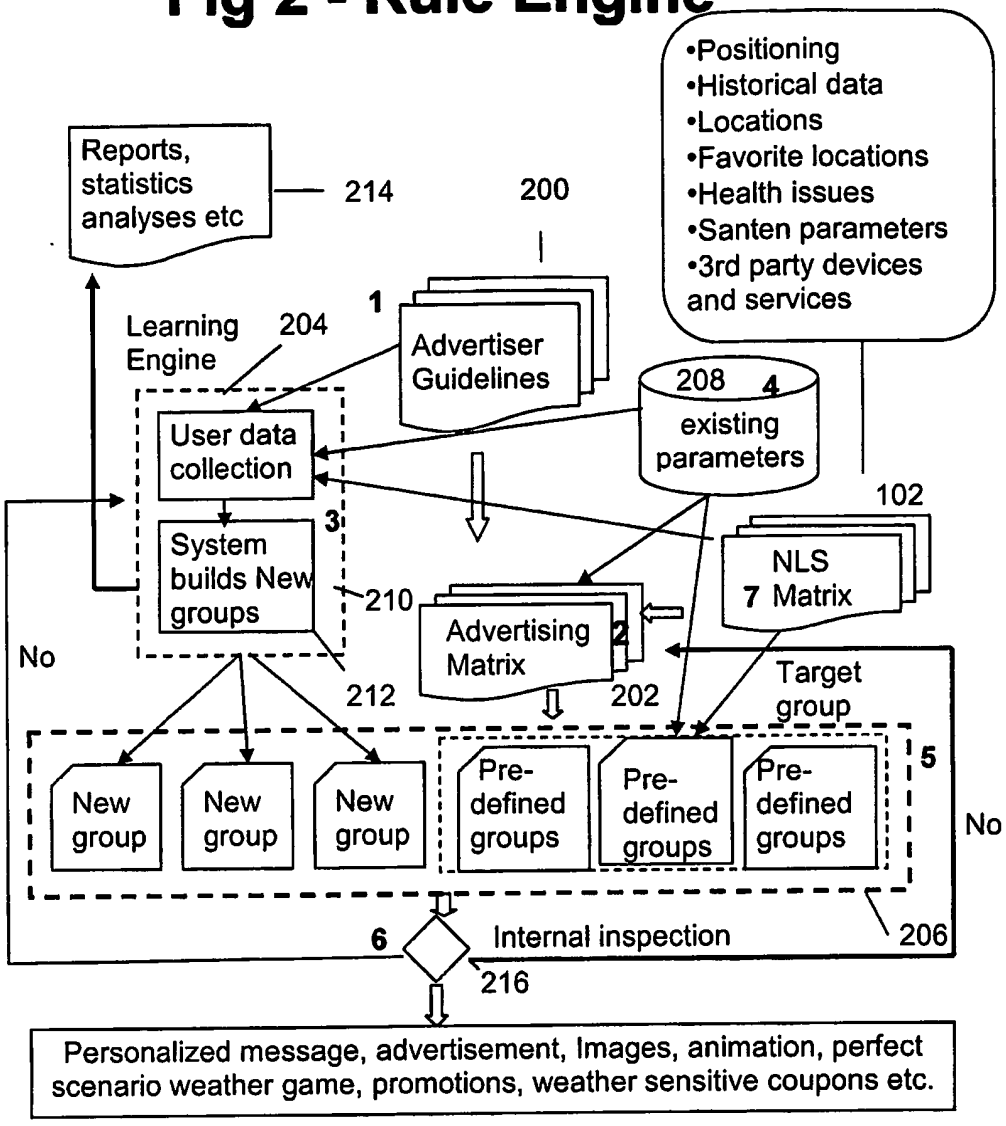
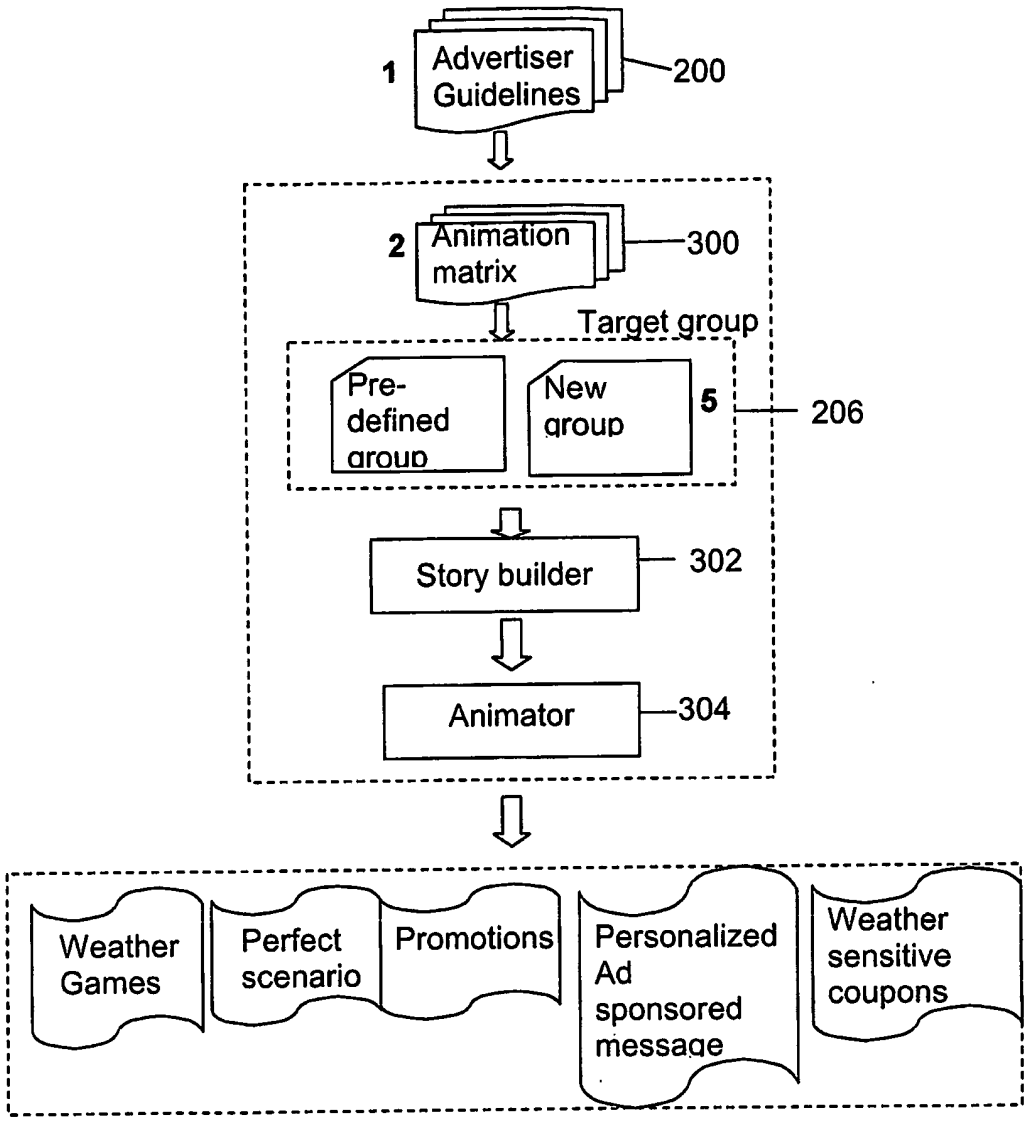
# Fig 1


Raw data
Satellites
Radar
Other meteorological readings
102
110
112
114
NPU
116
NPU basic matrix
Internal DB
118
100
104
Quality control
120
132
Connection to operator and other 3rd party data suppliers
134
106
NLS
NLS Matrix
122
3rd party interfaces Location
128
126
136
130
External meteorological data sources
Weather sensitive ad matrix
Billing
Updater
124
Advertising Rule Engine
108
148
140
138
146
144
142
Weather Games
Wireless devices
3rd party applicatio
Sales point
Interactive TV
Web

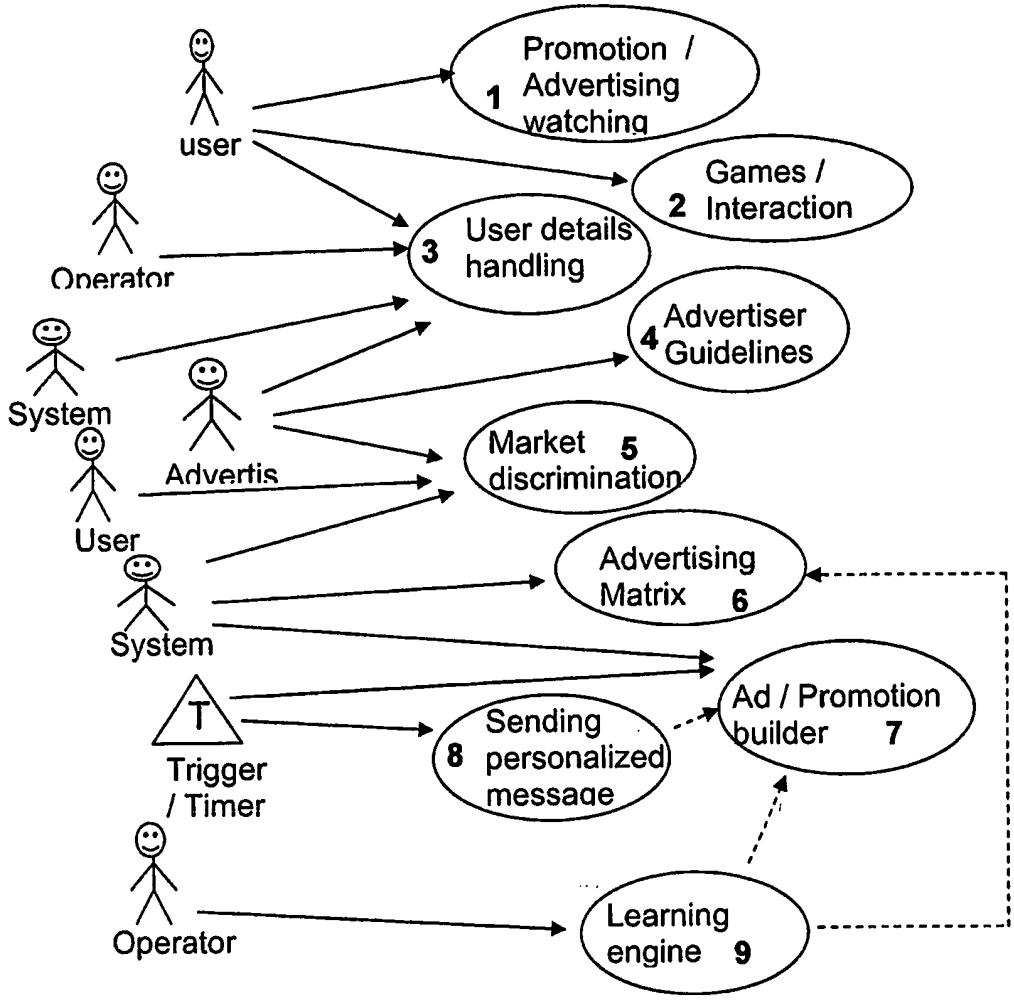
# Fig 2 - Rule Engine



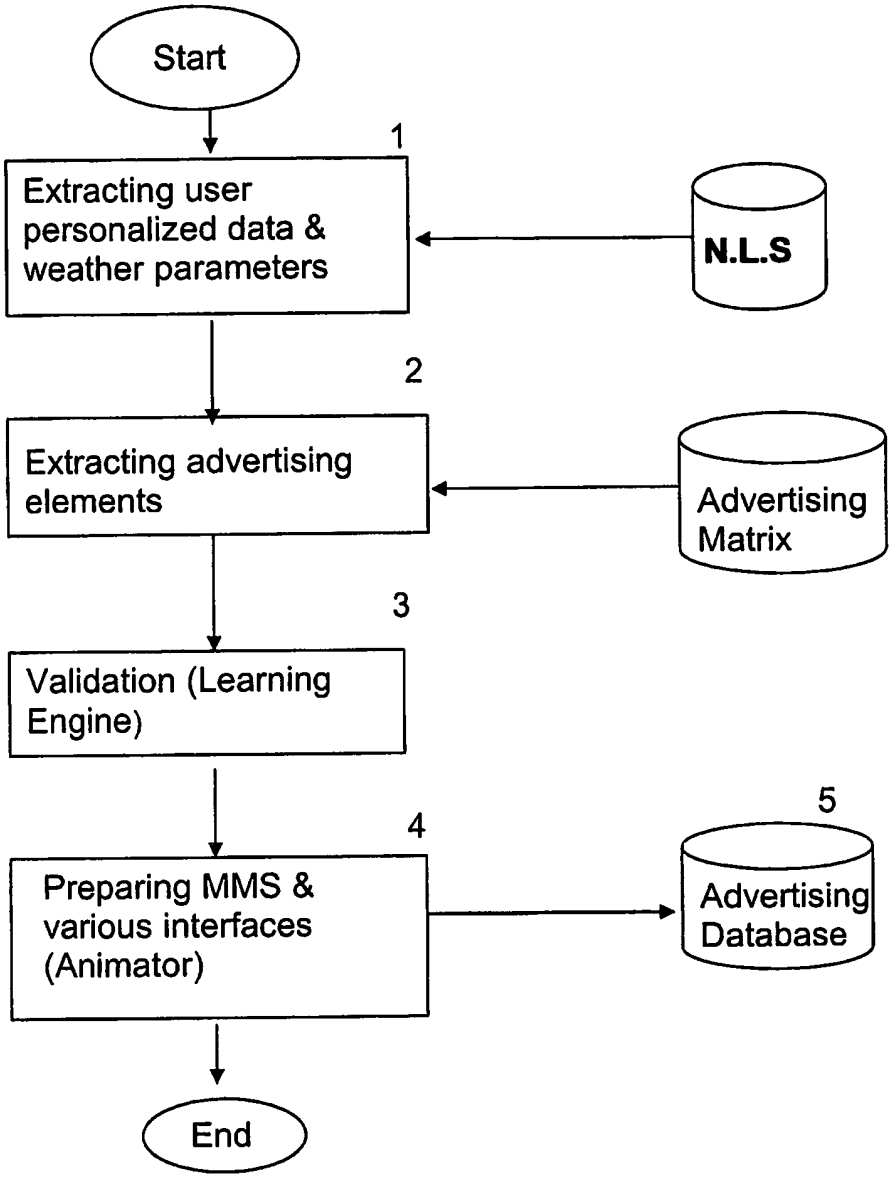
# Fig 3 - Advertising matrix



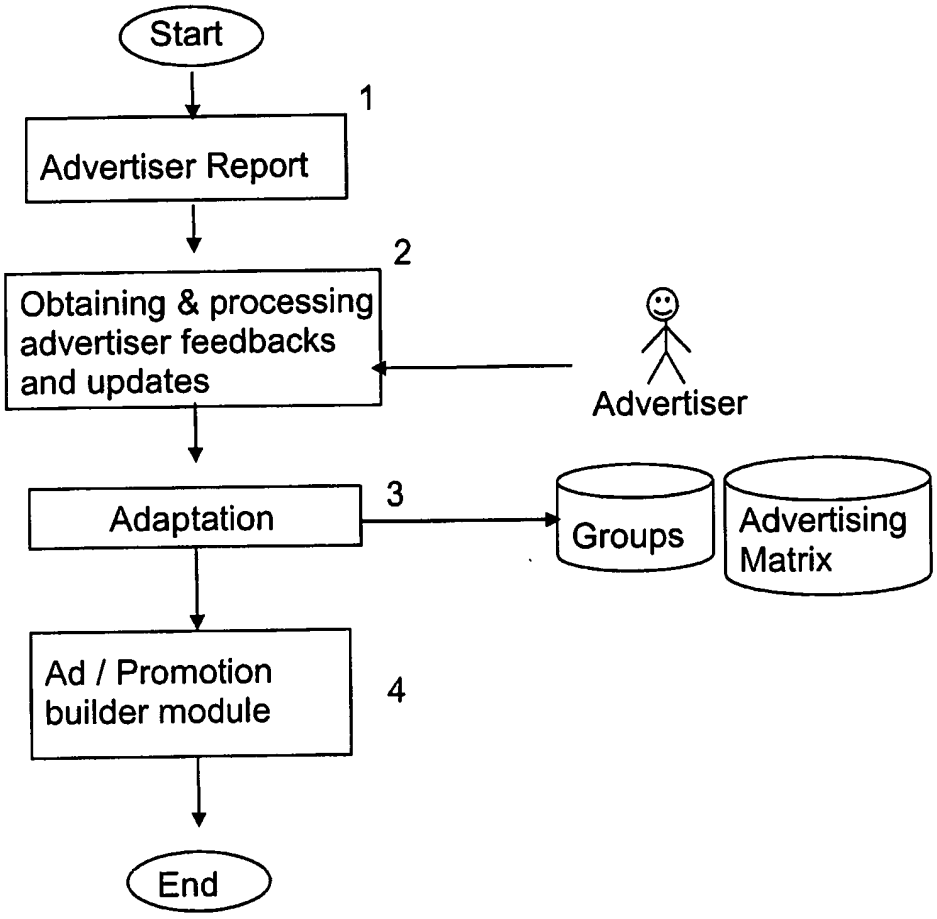
# Fig 4 - Rule Engine diagram



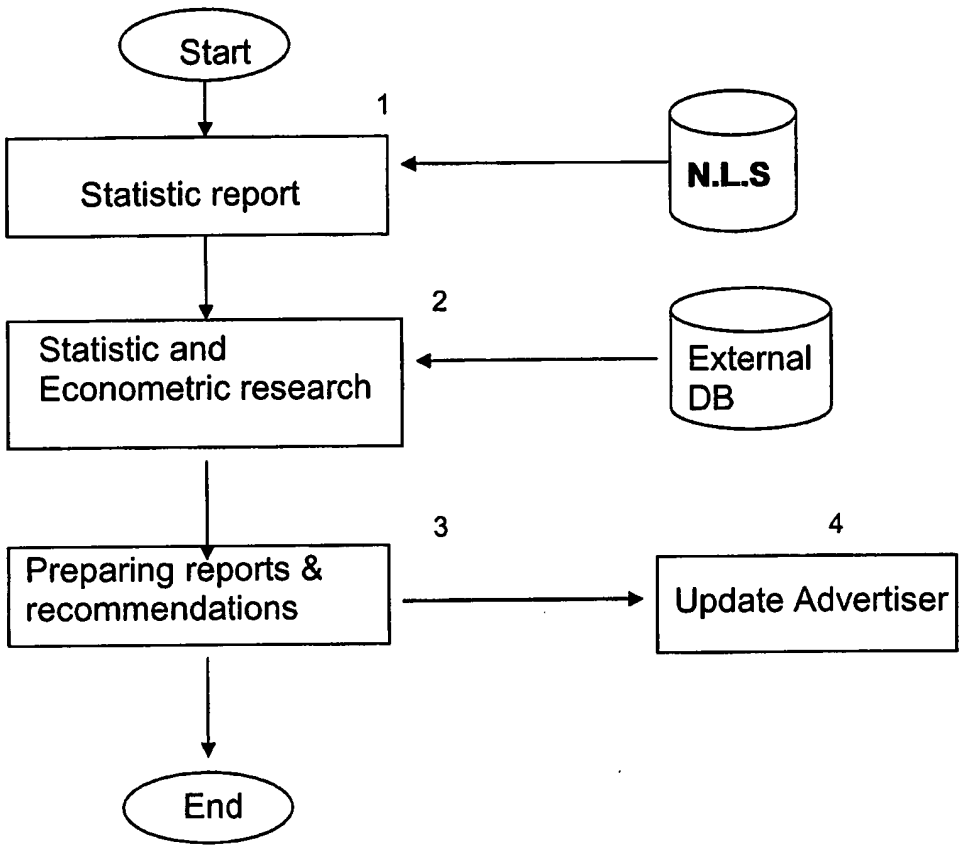
# Fig 5 - Ad / Promotion



# Fig 6 - Advertiser feedback



# Fig 7 - Advertiser report



# Figure 8

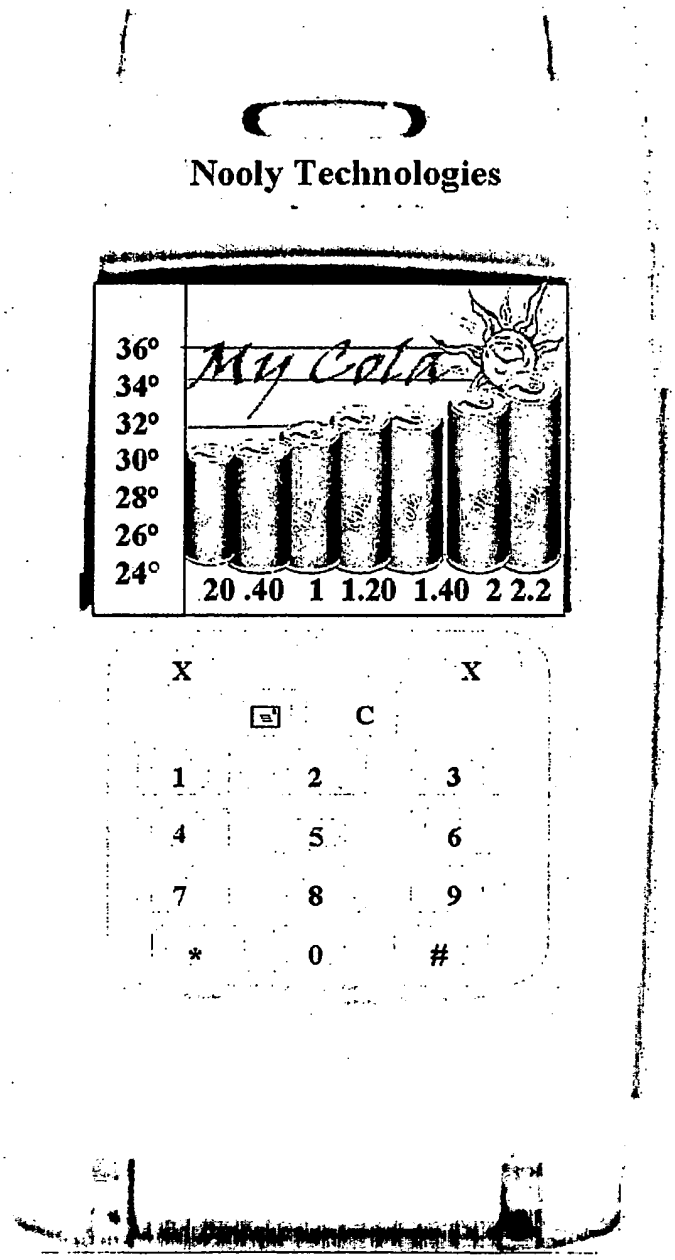

Nooly Technologies
36°
34°
32°
30°
28°
26°
24°
My Cola
20 .40 1 1.20 1.40 2 2.2
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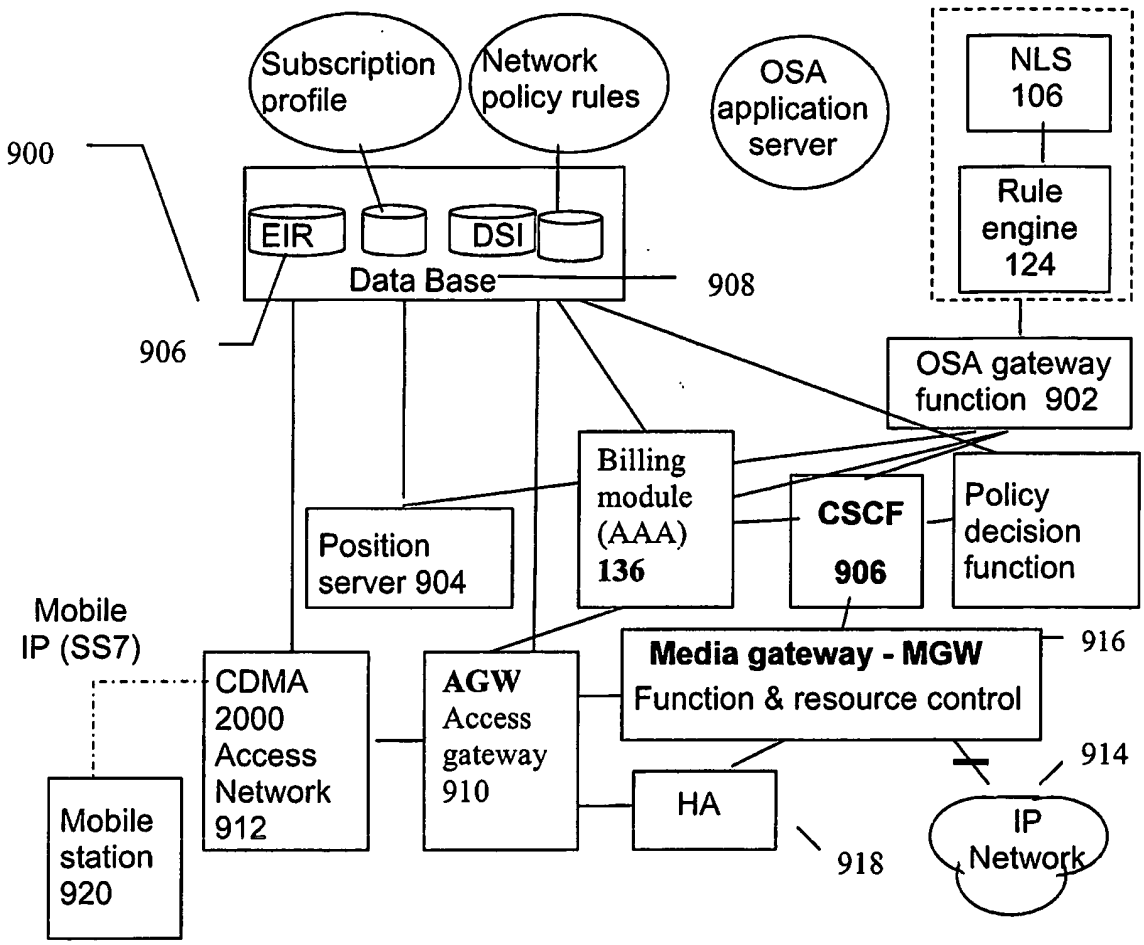
Figure 9


Subscription profile
Network policy rules
OSA application server
NLS 106
Rule engine 124
900
EIR
DSI
Data Base
908
906
OSA gateway function 902
Billing module (AAA) 136
CSCF 906
Policy decision function
Position server 904
Mobile IP (SS7)
Media gateway - MGW
Function & resource control
916
CDMA 2000 Access Network 912
AGW Access gateway 910
HA
914
Mobile station 920
IP Network
918